

MICHAEL ROONEY

DIRECTOR / TEAM LEADER / GRAPHIC DESIGNER / OUTERWEAR DESIGNER

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Vancouver, BC

[Portfolio](#)

PROFESSIONAL PROFILE

- Experienced professional with over 15 years of success in operating and leading an apparel brand.
- Successfully built and managed a team, starting with 3 members, expanding to 25 full time staff.
- Played a pivotal role in cultivating and shaping the west coast outerwear style, elevating it into the influential and highly sought-after apparel staple it has become today. Explore a selection of outerwear designs at [mrooney.ca](#)
- Extensive knowledge of performance apparel, combined with a strong commitment to creativity and functionality.
- Proven track record of leading and managing teams of designers and product developers, nourishing creativity and achieving business goals through leadership and collaboration.
- Spearheaded steady company growth, achieving \$50M+ in total sales.
- Accomplished graphic designer with a background in the apparel industry, a keen eye for aesthetics and a talent for transforming ideas into captivating products.
- Comprehensive expertise in performance textiles encompassing both knits and wovens, extensive familiarity with outerwear waterproofing membranes, and trail blazing innovations in technical wool materials.

KEY SKILLS

- Leadership
- Cross-Functional Communication
- Team Collaboration
- Visionary Thinking
- Technical Development Expertise
- Innovation & Creativity
- Strategic Thinking
- Business Management
- Graphic Design
- Outerwear Design
- Product Development
- Analytical problem-solving
- Task Prioritization
- Innovation & Creativity
- Adobe Creative Suite

EXPERIENCE

Director of Product | OSUSO PROJECT | Calgary, AB

2020 – PRESENT

Overview: Managed all aspects of operational production and art direction for a start-up business, continuously collaborating with the founders, sales and marketing teams to help shape the visual identity and product design.

Selected Accomplishments:

- Spearheaded the company's overseas product sourcing, development and production.
- Created a consistent visual identity throughout product packaging, labeling and digital media.
- Shaped the policy and procedure framework for logistics, customer service, HR, product design, and production.

Director of Apparel | Three Stones Clothing Ltd. | Vancouver, BC

2008 – 2020

Overview: Managed all aspects of operational production for personal start-up business, continuously leading and collaborating with design, sales, and marketing teams to assess competitive landscape, minimize cost, maintain schedules, and design high-quality, women's lifestyle activewear and outerwear.

Selected Accomplishments:

- Fostered and led a group of creative artists, designers and product developers in the creation of an influential product line that was retailed in 500+ active lifestyle boutiques across North America.
- Ensured the creative direction was supported through line plan creation, seasonal concept research and sample review.
- Demonstrated ability to drive business growth by developing and executing innovative design and marketing strategies.
- Develop and executed the seasonal and long-term vision for product line focusing on fabric, fit, and function.
- Worked with marketing and sales staff to constantly adjust product mix and styling in order to drive the growth of the mainline business and evolve key products.
- Played a pivotal role in shaping the distinctive west coast outerwear aesthetic that would come to be closely associated with Three Stones, leaving an indelible mark on the brand's identity.

Overseas Development Manager | Three Stones Clothing Ltd. | Vancouver, BC

2003 – 2008

Overview: Successfully transitioned company from domestic to overseas production.

Selected Accomplishments:

- Traveled extensively to Shanghai, Hangzhou, Guangzhou, and Hong Kong to procure raw materials, conduct factory visits, and foster relationships with international agents and suppliers.
- Successfully led contract and FOB price negotiations, ensuring adherence to budgets and schedule commitments.
- Worked closely with foreign agents and product developers to ensure clear, concise communication between office and factories and address potential roadblocks as they arise.

CONSULTING / FREELANCE

- **Graphic / Business Consultant | MIA MELON | Vancouver, BC** March 2021 – January, 2022
- **Production Graphic Artist | PURPLE BRAND | Vancouver, BC** August 2021 – October 2021
- **Apparel Technical Illustrator | EDWARD'S | Vancouver, BC** November 2020 - December 2020

EDUCATION

BACHELOR OF SCIENCE - KINESIOLOGY
MINOR - TOURISM MANAGEMENT
UNIVERSITY OF CALGARY